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FIG. 1

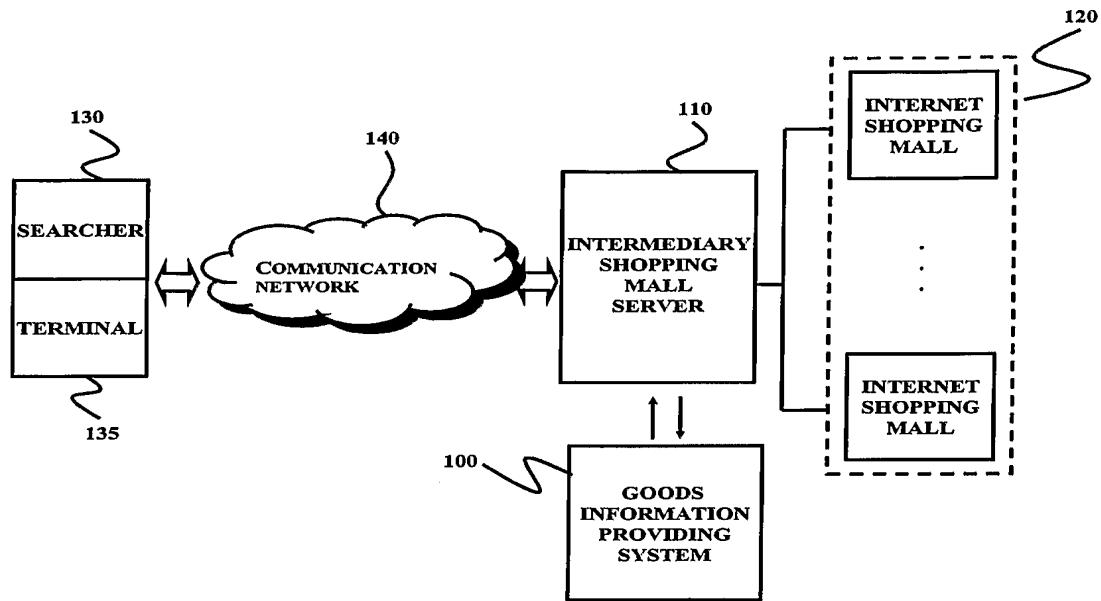
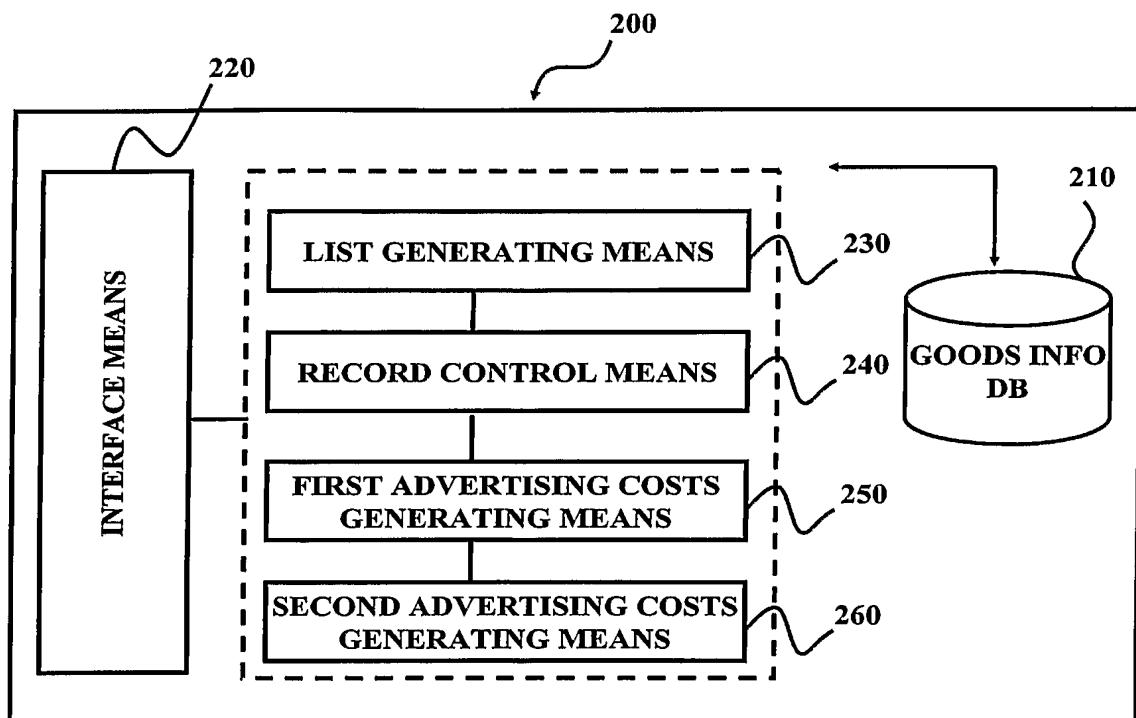


FIG. 2



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FIG. 3

<GOODS INFORMATION DB>

| GOODS | KEYWORD CORRESPONDING TO GOODS | SELLER | PRICE | LINK |
|---|--|---------|---------|---|
| Dios refrigerator R-S584GMJ | [LG] [Dios] [refrigerator] | buyis | 849,000 | http://www.buyis.co.kr |
| Dios refrigerator R-S584GMJ | [LG] [LG electrics] [refrigerator] | outlet | 860,000 | http://www.outlet.co.kr |
| Dios refrigerator R-S584GMJ | [two door] [Dios] [refrigerator] | Gmarket | 860,500 | http://www.gmarket.co.kr |
| SAMSUNG PC camera DIGIMAX 35 Duo | [SAMSUNG] [camera] | buyis | 95,000 | http://www.buyis.co.kr |

FIG. 4

| WEB SEARCH | v | Dios refrigerator | SEARCH |
|---------------|---|-------------------|----------|
| SHOPPING MALL | GOODS | PRICE | GOTO |
| Buyis | [LG][Dios refrigerator][R-S584GMJ] | 849,000 | shortcut |
| Outlet | [LG Electrics][Dios refrigerator] | 860,000 | shortcut |
| Gmarket | (Seoul/only in metropolitan)Dios refrigerator | 865,000 | shortcut |
| Electric land | LG Basic Dios[R-S584GMJ] | 872,000 | shortcut |
| | | | shortcut |

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FIG. 5

FIRST SELLING PERIOD
(1MONTH)
2004.3.1-3.31

| SELLER | NUMBER OF INPUTTED CLICKS (COST PER CLICK INFO) | TOTAL SELLING PRICE (ADVERTISING COSTS OF SELLING PRICE) | NOTE |
|---------|---|--|--------------------------------------|
| buvis | 150 times (9,000 won) | 4,600,000 won (9,200 won) | |
| outlet | 120 times (7,200 won) | 3,500,000 won (7,000 won) | selling commission rate : 0.2% |
| Gmarket | 90 times (5,400 won) | 2,700,000 won (5,400 won) | unit click cost : 60 won |
| ... | ... | ... | |

FIG. 6

| SELLER | COST PER CLICK INFO | TOTAL SELLING PRICE | ADVERTISING COSTS OF SELLING PRICE (0.19%) | ADVERTISING COSTS OF SELLING PRICE (0.20%) | ADVERTISING COSTS OF SELLING PRICE (0.21%) |
|---------|---------------------|---------------------|--|--|--|
| buyis | 9,000won | 4,600,000won | 8,740won | 9,200won | 9,660won |
| outlet | 7,200won | 3,500,000won | 6,650won | 7,000won | 7,350won |
| Gmarket | 5,400won | 2,700,000won | 5,130won | 5,400won | 5,670won |
| Total | 21,600won | | 20,520won | 21,600won | 22,680won |

| EXEMPLARY SELLING COMMISSION RATE | ADVERTISING COSTS OF SELLING PRICE | RATIO |
|-----------------------------------|------------------------------------|-------|
| 0.19% | 20,520won | 95% |
| 0.20% | 21,600won | 100% |
| 0.21% | 22,680won | 105% |

FIG. 7

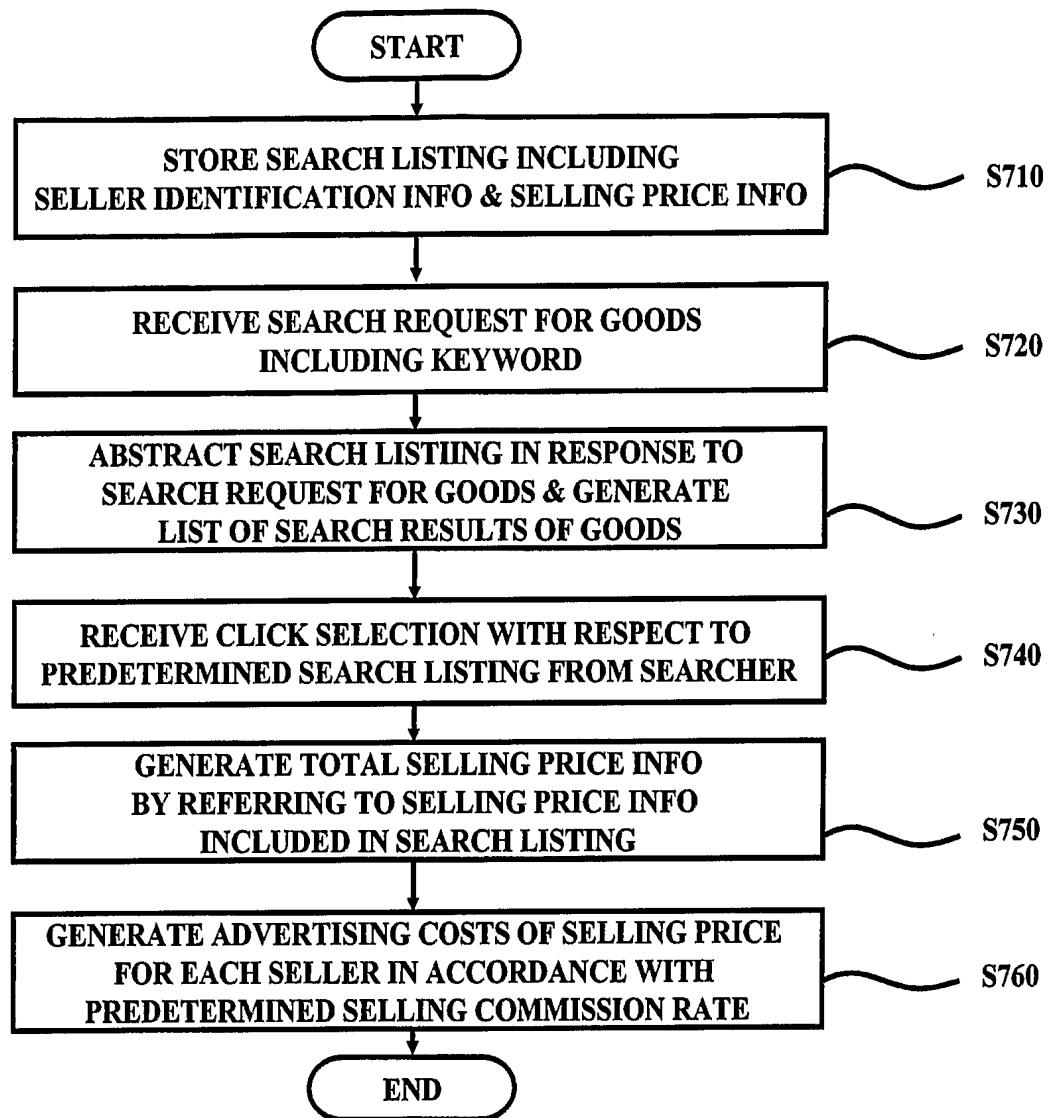
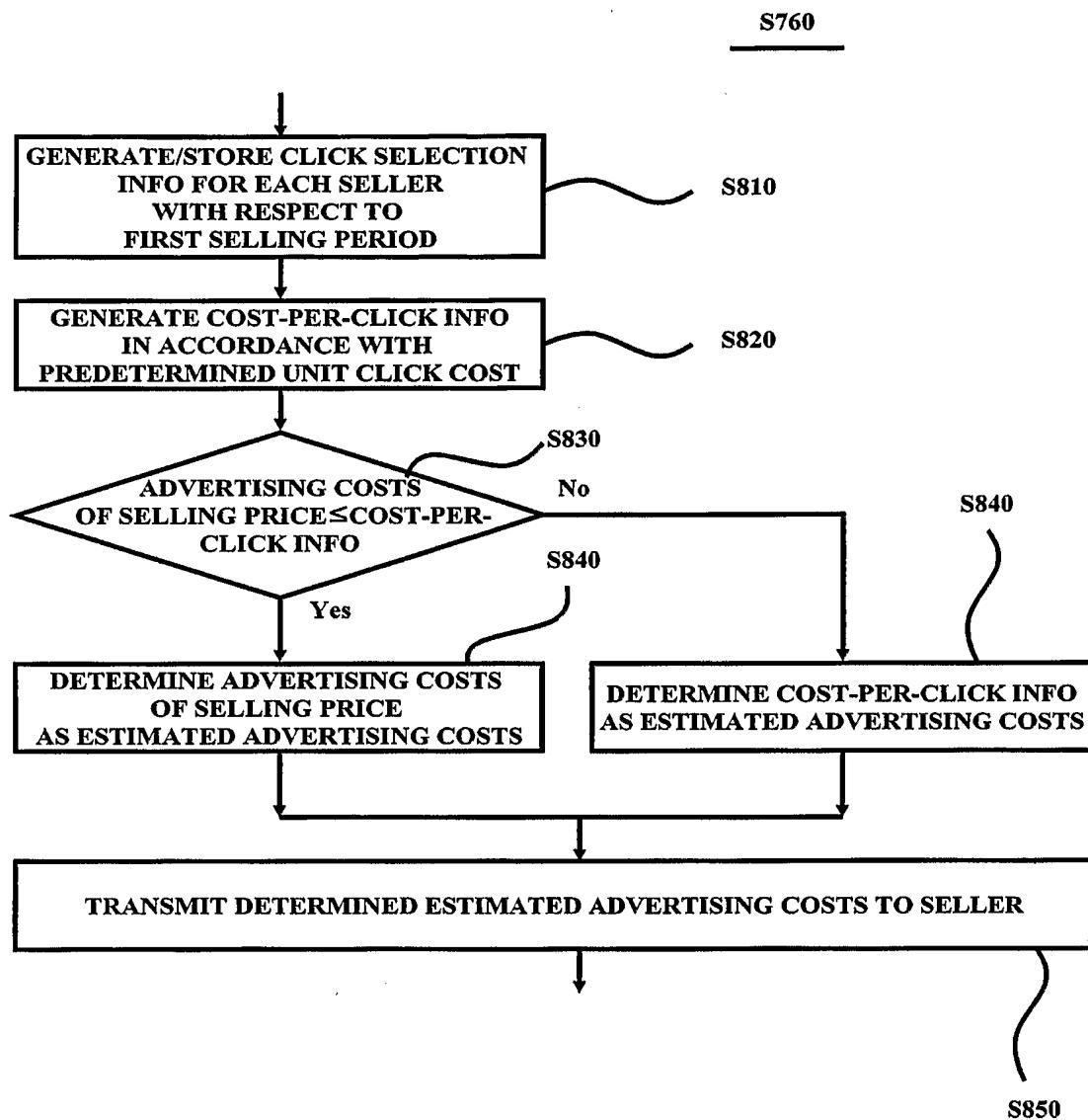


FIG. 8

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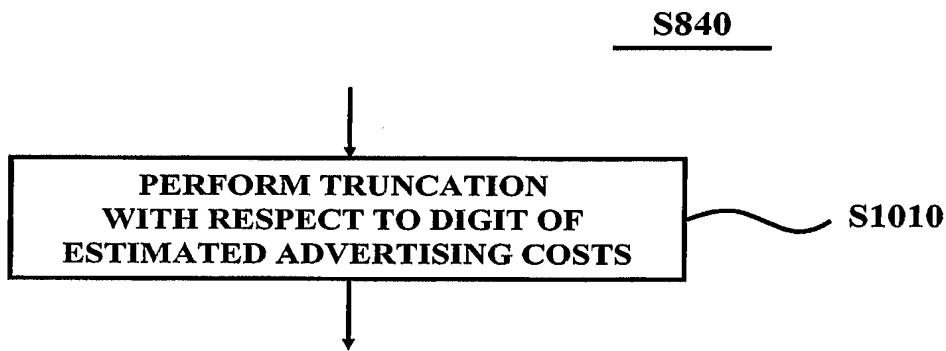
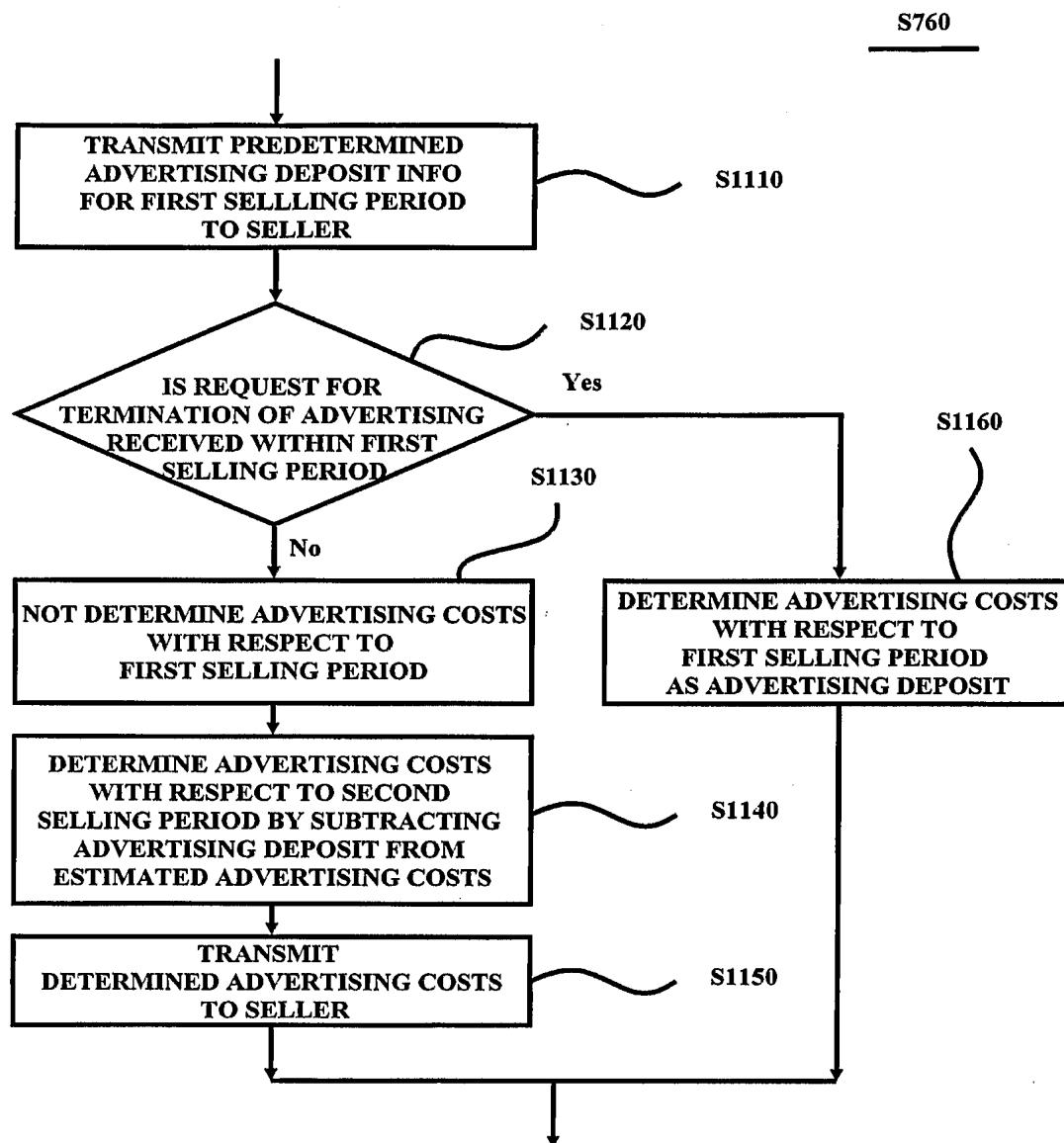
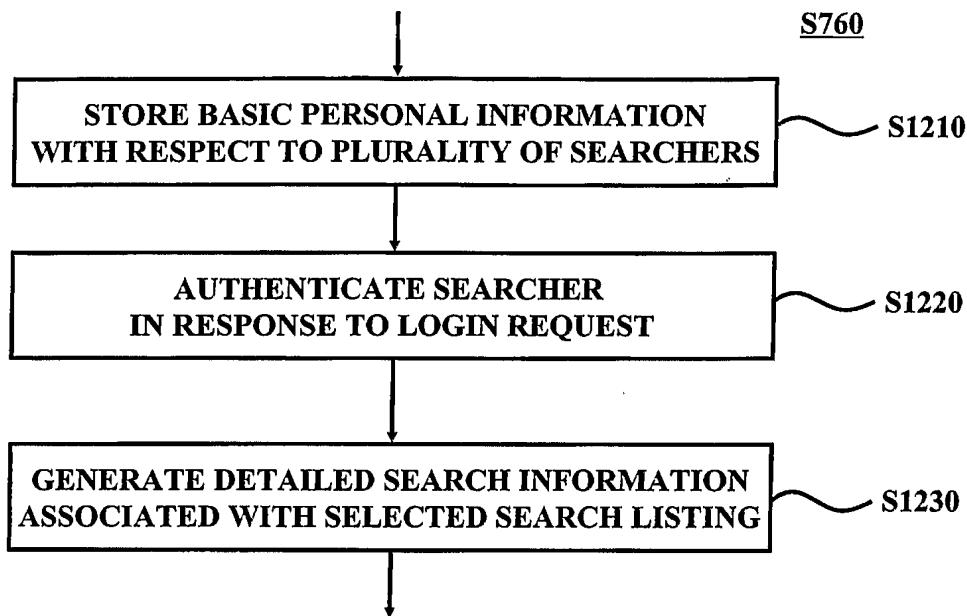
FIG. 9**FIG. 10**

FIG. 11

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FIG. 12**FIG. 13**